

INSTITUTIONAL PROFILE

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| Policy Name: | Institutional Policy | Policy Number: | 014 |
| Approving Body: | Board of Directors | Version: | 4 |
| Custodian: | Chief Executive Officer | Storage: | I:\Institutional\InstitDocs/Current/ |
| Relevant Legislation: | | Related Documents: | Strategic Plan Organogram |



1. **Purpose**
The Institutional Profile provides a summary of the nature and key information regarding Greenside Design Center College of Design (GDC).
2. **Introduction to Greenside Design Center College of Design**
Greenside Design Center (GDC) is a Private Higher Education Institution offering Bachelor of Arts Degrees and Bachelor of Arts Honours Degrees in Interior, Graphic and Multimedia Design. It was established by Des Laubscher and Ingrid Templer in 1987 and originally began as an Interior Design College. In 1994 Graphic Design was introduced, and Multimedia Design in 2003. The college accommodates up to 400 students and employs approximately 22 academic and 15 administrative and support staff. The institution has one campus which is situated in Greenside, Johannesburg.
3. **Vision**
To be leaders in design higher education to nurture innovative and responsible designers for the greater good of humanity.
4. **Mission Statement**
GDC is a private higher education institution that specialises in design education and which promotes
 - innovation and critical thinking in the design process
 - sustainable design and design for social development
 - an optimal environment for teaching and learning
 - the use and production of research

5. **Institutional Profile**

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| Name of Institution | Greenside Design Center College of Design, fondly known as GDC. |
| Company Registration Number | 2003/009330/07. GDC is registered as a PTY Ltd. |
| Contact Details | Tel: +27 11 646 1984 Fax: +27 11 646 6165 Email: info@designcenter.co.za Postal Address: P.O. Box 84190, Greenside, 2034 Physical Address: 118 Greenway, Greenside, 2193 Web: www.designcenter.co.za |
| Director's Details | Chief Executive Officer: Prof Desmond G. Laubscher Director: Ms Ingrid H. Leujes Director: Ms Kathryn J Pope Director: Mr Ivor J Templer |
| Registration with the Department of Education | Registered with the Department of Education as a private higher education institution under the Higher Education Act, 1997. Registration certificate number 2000/HE07/028 |
| Accreditation | All Higher Education programmes are accredited by the Council on Higher Education (CHE) and registered with South African Qualifications Authority (SAQA) on the National Qualifications Framework (NQF) |
| Affiliations | International Association of Universities and College of Art, Design and Media (Cumulus) International Council of Design (ICO-D) International Federation of Interior Designers/Architects (IFI) South African Institute for Interior Design Professions (IID) Design Education Forum of South Africa (DEFSA) |



6. Version History

| Version Control | Date Effective | Approved By: | Nature of Amendments |
|-----------------|----------------|---------------------------|---|
| 1 | January 2011 | Board of directors | Not applicable |
| 2 | January 2012 | Head of Quality Promotion | Minor formatting amendments in line with policy standards |
| 3 | 1 April 2015 | Executive Committee | Consistency with version 5 of the GDC organogram |
| 4 | September 2016 | Head of Quality Promotion | Branding |

